D6.3 – Promo material creation

WP6

Lead Partner: FENIX

Partner Contributors: DAPP

Dissemination Level: PU

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Project Acronym	EENSULATE
Project Title	Development of innovative lightweight and highly insulating energy efficient components and associated enabling materials for cost-effective retrofitting and new construction of curtain wall facades
Grant Agreement n°	723868
Funding Scheme	Innovation Action
Call	H2020- EEB-2016
Topic	EEB-01-2016 Higly efficient insulation materials with improved properties
Starting Date	1st August 2016
Duration	42 Months

Executive Summary

The Deliverable D6.3 is a public document of the EENSULATE project, delivered in the context of WP6 Exploitation, Dissemination and Communication, Task 6.3 Communication and Dissemination. The objective of WP6 is to secure the successful dissemination of the EENSULATE project through the implementation and deployment of an awareness and dissemination plan.

The purpose of this document is to describe the activities that were carried on during the first six months of the EENSULATE project in order to prepare and support the project dissemination material, in particular including project logo, project templates, project description, leaflet, poster and project presentation in English language. The document describes in detail different types of dissemination materials produced, process and players that have contributed to their preparation and serves as tangible document for delivery of D6.3.

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1 Introduction

The objective of WP6 is to secure the successful dissemination through the implementation and deployment of an awareness and dissemination plan to identify and organize the activities to be performed in order to promote the commercial exploitation of the project's results and the widest dissemination of knowledge from the project.

A relevant part of the dissemination activities foreseen in the project depends on the production of high quality dissemination material able to communicate project results and activities to the target audience. For this purpose, a group of initial dissemination tools were developed to support communication and dissemination, in particular:

- Project logo
- Project templates
- Project description
- PowerPoint project presentation
- Project leaflet
- Project roll-up poster

This document describes the delivered material that has been produced during the first six months of the EENSULATE project.

2 Project visual identity

Objectives of the project identity are:

- ✓ To develop a design structure that would accommodate standard project identity elements, a variable visual identity in various uses, and be able to convey thematic information when needed.
- ✓ To allow an immediate recognition of the EENSULATE project thanks to standardized communication templates meant for external audiences.
- ✓ To develop specific guidelines and structures related to such template such as a definite set of colors and/or typography. These guidelines should be applied to templates that are easy to adapt and understand to use by the project partners.

2.1 Project logo

Initial task for the dissemination material design is logo development. The logo has been created in vector resolution at the beginning of the project in order to define a project identity, and clearly to identify any kind of internal or public document (deliverables, reports, internal communications, publications, etc.).

The logo represents construction of curtain wall facades together with initial letter of EENSULATE project.

Figure 2.1 – EENSULATE logo

The corporate image of EENSULATE rests upon the use of many shades of blue on the inside, ranging from dark blue to light blue. The EENSULATE logo font used is Myriad Pro – BOLD.

RGB: 9/65/103
HEX: #094167
CMYK:
0.9126/0.3689/0/0.5961

RGB: 71/129/166
HEX: #4781A6
CMYK:
0.5723/0.2229/0/0.3490

Figure 2.2 – Palette of logo colors

It is important to follow and respect the project visual identity in order to maximize the impact on the audience. For this reason, a Logo manual has been prepared, outlining the visual identity guidelines (master brand logo, color, logo usage, logo clear zone, relation to other logos, typography, file formats, applications and errors to avoid). The EENSULATE logo manual is available on the project website in private documents.

Figure 2.3 – Logo manual

The Project logo can be used in the following cases:

- in all documents developed under the framework of the EENSULATE project; in documents to be submitted to the EC (e.g. deliverables);
- in project presentations and in dissemination material to be used for communication and dissemination activities carried out by each project participant under the framework of the project;
- on the EENSULATE website, and on websites of the project participants with a link to the project website.

2.2 Project templates

Various formats of templates have been prepared (Word and PowerPoint) and developed in order to provide partners with “ready-to-be-used” documents that will comply with the corporate image.

These templates must be used by the partners whenever possible when the EENSULATE project is presented, for instance for press releases or presentations related to the project during events.

The font which has been selected, to be used for Word documents is Calibri and for PowerPoint presentation as well.

Figure 2.4 - Template of Word document

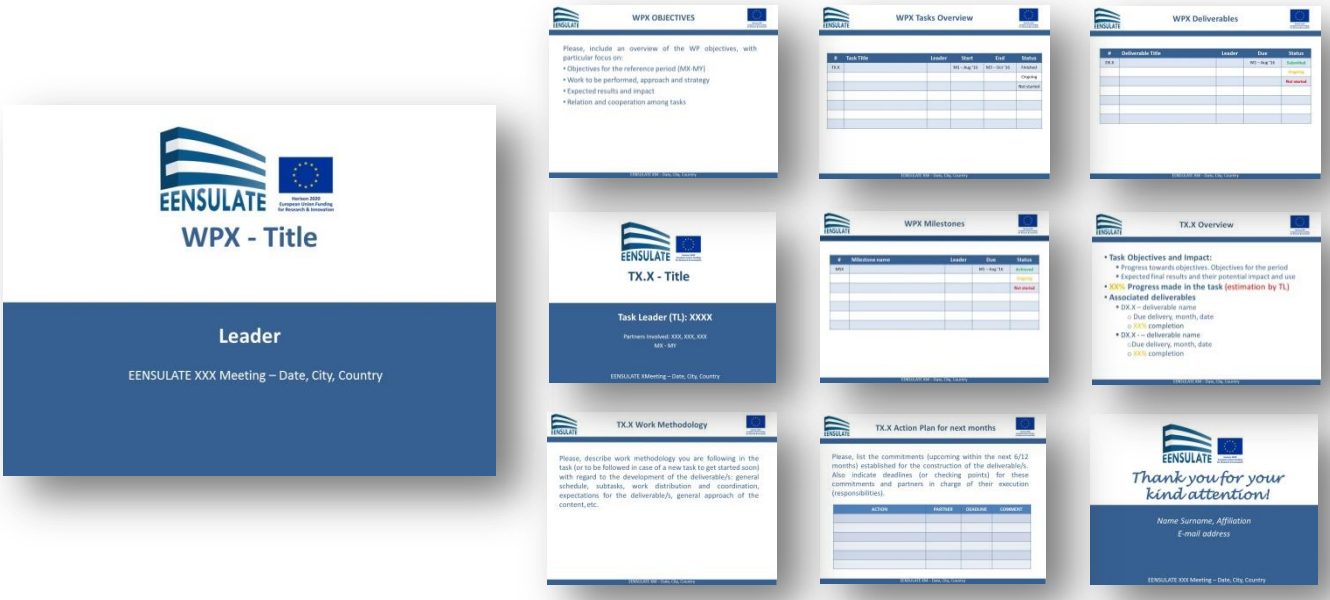

Figure 2.5 - Template of PowerPoint presentation

3 Dissemination material

For the first six months of the project initial dissemination material has been developed to support communication and dissemination activities of the EENSULATE project as part of the Task 6.3 Communication and Dissemination. The dissemination material was created preferably in the English language and will be updated every six months after the each project meeting following the project progression, considering the future translation to partners' mother languages. All dissemination material is available on the EENSULATE website (www.eensulate.eu).

3.1 Project description

The two pages project description in the form of a flyer has been designed for the EENSULATE project by the end of month 5, describing context and concept of the project, demo information, containing a website link and QR code, logos of partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission.

Figure 3.1 - Project description

3.2 PowerPoint project presentation

The project presentation in PowerPoint has been designed for the EENSULATE project by the end of month 5 by FENIX. The project presentation describes context and concept of the project, objectives, key products, and demosite. Furthermore, contact information, a website link and QR code, social profiles, partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission are given.

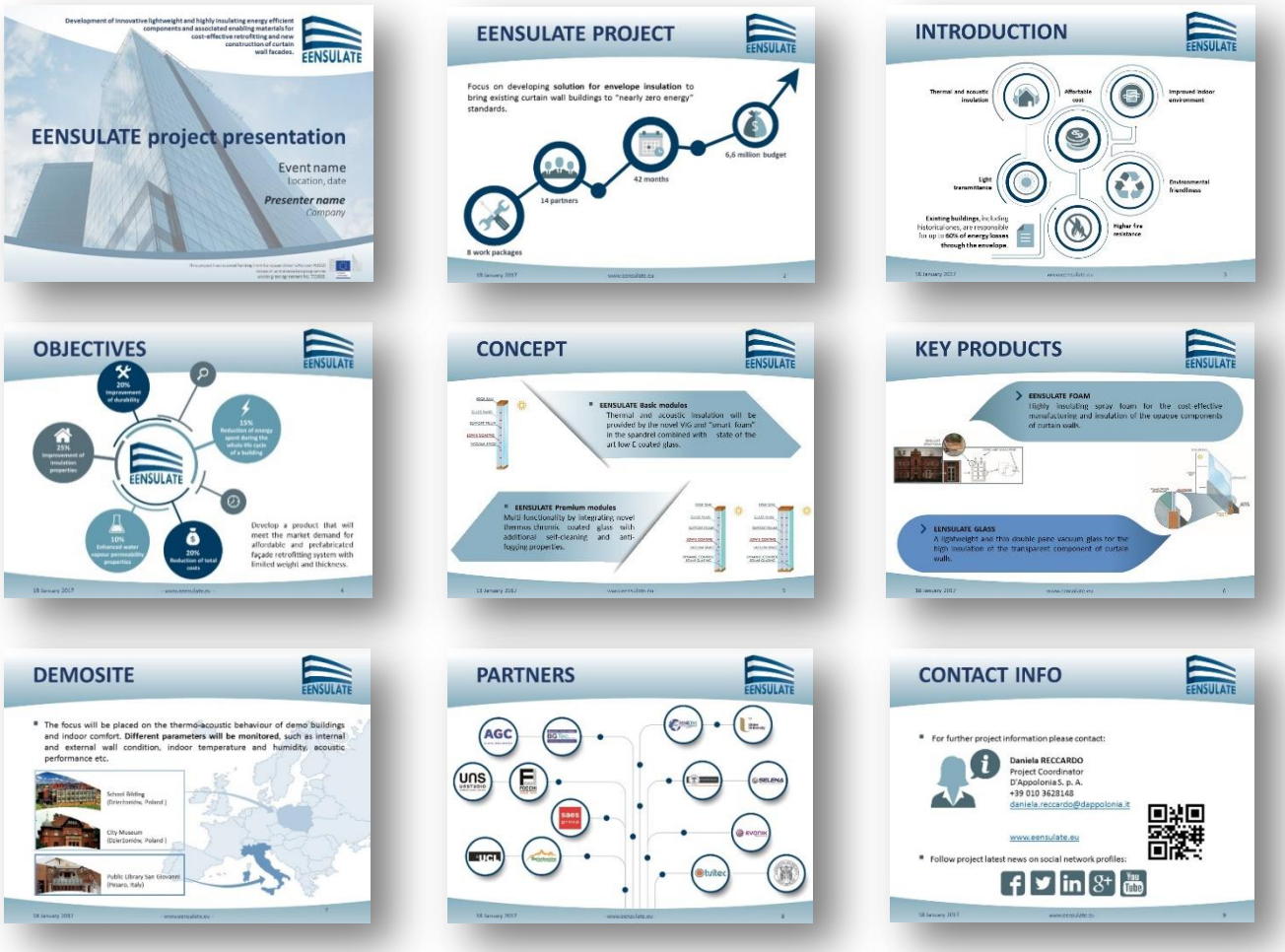

Figure 3.2 - PowerPoint project presentation

3.3 Project brochure

FENIX, who is responsible for any dissemination update related to any progress of the project, has designed and prepared the four pages leaflet (format A5, 210x147mm) for the EENSULATE project by the end of month 3 with a more general overview about the project.

The brochure is describing context and concept of the project, main aims, objectives of the project and demo information. Furthermore it gives a website link and QR code, contact information, logos of partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission.

Following the project evolution, also a scientific brochure is planned to be developed for the specific target audience.

Figure 3.3 - Project leaflet

3.4 Project roll up poster

The one page roll-up poster (format 85x200cm) has been designed for the EENSULATE project by the end of month 3 following the leaflet design by FENIX. The roll-up poster is describing context and concept of the project, project main products, advantages of the project and demo information, as well as the website link and QR code, logos of partners and the statement of financial support to indicate that the foreground was generated with the assistance of financial support from the European Commission.

Figure 3.4 - Project roll-up poster

4 Future work

It is currently foreseen that the following will be carried out in due course:

- ✓ Scientific leaflet creation
- ✓ Dissemination material translation to partners' language
- ✓ Continuous update of dissemination material based on the project progress
- ✓ Newsletter design
- ✓ Project promo graphical video creation

5 Conclusions

All dissemination material – one page project description, brochure, roll up poster and project presentation – has been designed and created with the intention of updating them every 6 months following the project progress, and can be found and download on the project website public section – documents. A scientific brochure is planned to be created besides the commercial one for the specific target audience. Dissemination material has been created preferably in English language, considering future translation in partners' mother language.